VISUAL DESIGN

WEB BASED MULTIMEDIA SPM4342 DEVELOPMENT

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Introduction

- What is visual design ?

- What exactly constitutes *good* visual design (aka interface design or presentation design).

Visualizing Your Web Site

Visual Design: Planning how your web site will look.

- What colours will look good together on your site?
- What fonts or styles you will use for the written part of your web pages?
- What graphics and multimedia effects are needed?
- How will all of these elements be combined or arrange into an attractive layout?

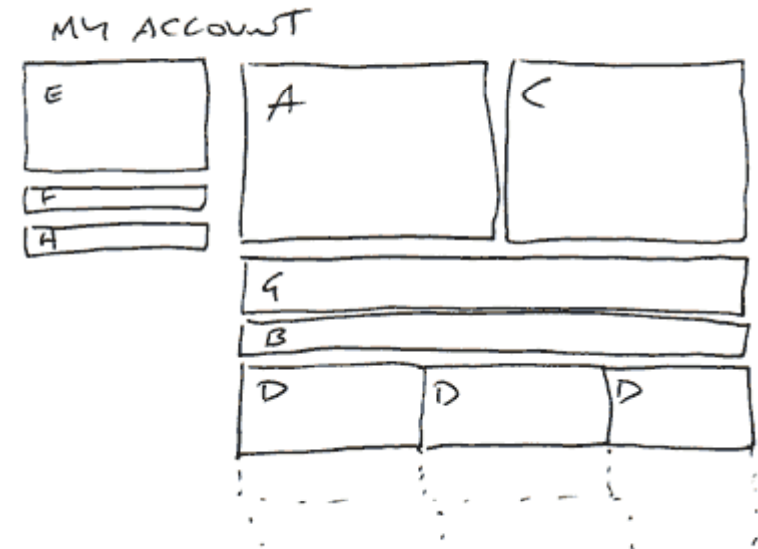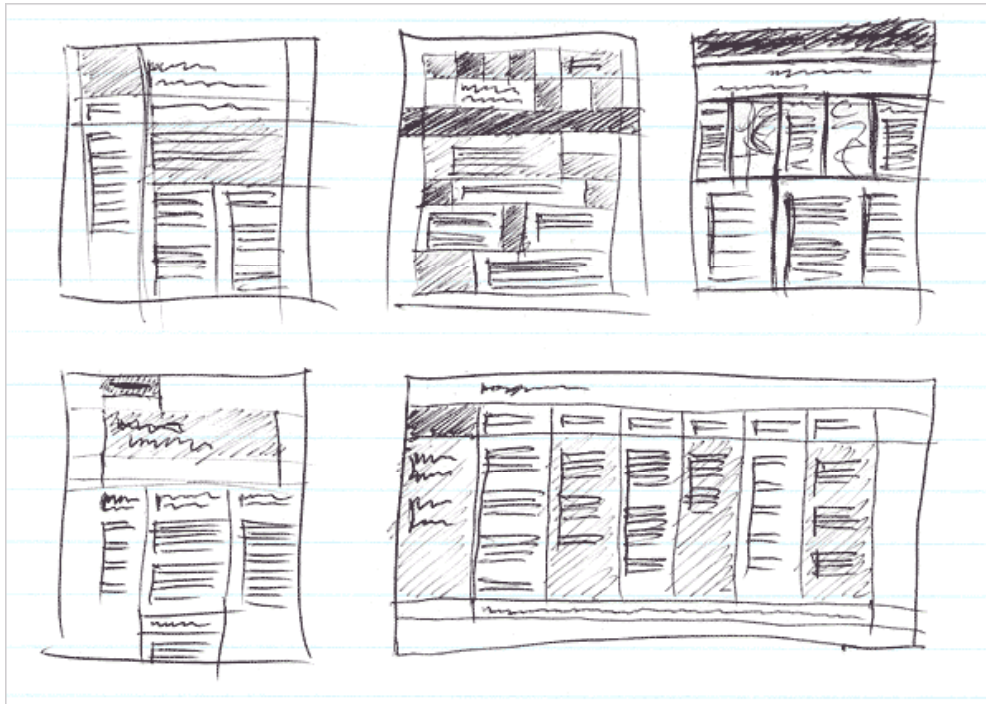# Elements of User Interface

- A background that reflects the theme.
    - Colours or Images

- Foreground elements that reflect the theme.
    - Content and Links (title, headings, sub headings, body text, illustrations, captions)

- Other elements that support the theme.
    - Text, images, buttons, navigation bars, animation, video, etc.

General Issues

- Choose a visual theme –connected to your content.

- Use template concepts– consistent

- Use table or division (div) or frame for layout/arranging your visual elements.

Tools in Visual Design

Thumbnails Sketches

Tools in Visual Design

Thumbnails Sketches

- Help designer think about the visual aspects of the web pages they are designing.

- To help make choices about web site's presentation design.

- Storyboard vs Thumbnails Sketches?
  - Storyboard – helps on web site's interaction.
  - Thumbnails – help to focus on **how web pages will look.**

Tools in Visual Design

Rough Sketches

- Usually choose 2 or 3 of the thumbnails to develop further.

- This more developed sketch is called rough sketches.

- More carefully drawn – proportions are more accurate.

Tools in Visual Design

Prototype

- A prototype is a smaller scale Web site that include content or content ideas, graphics, multi-media etc., than the final site.

- It provide the general idea of what the user will get at the end of the development.

- An ideal application for user to test its performance and either fulfill the needs.

Tools in Visual Design

Prototype

- Usually, there will be a few prototype built either based on user comments or complaint.

- **Prototype is not perfect!!**

- **But... it help user to visualize the perfect website** ☺

Thank You !